

**REMARKS**

Please reconsider the application in view of the above amendments and the following remarks. Applicant thanks the Examiner for carefully considering this application.

**Claim Objections**

Claims 4-8 stand objected to as being in improper multiple dependent form. By way of this reply, all multiple dependencies have been removed from the claims. Accordingly, withdrawal of this objection is respectfully requested. New claims 26-29 correspond to removed multiple dependencies. Thus, these new claims are fully supported by the original specification and no new matter has been added.

Claim 12 stands objected to for a minor informality. By way of this reply, the claim has been amended to correct the minor informality. Accordingly, withdrawal of this objection is respectfully requested.

**Claim Rejections**

Claims 24-25 stand rejected under 35 U.S.C. §101 as directed to non-statutory subject matter. By way of this reply, claims 24-25 have been cancelled without prejudice or disclaimer. Accordingly, this rejection is now moot.

Applicant thanks the Examiner for advising that a double patenting rejection of claims 18-19 will be made should claims 1-2 be found allowable. By way of this reply, claims 18-19 have been cancelled without prejudice or disclaimer. Accordingly, this rejection is now moot.

Claims 1-3, 9-10, 14-15, and 18-19 stand rejected under 35 U.S.C. §102(b) as anticipated by U.S. Patent No. 5,696,905 (hereinafter "Reimer"). By way of this reply, claims 18-19 have been cancelled without prejudice or disclaimer. Accordingly, this rejection is now moot with respect to claims 18-19. With respect to the remaining claims, for the following reasons, this rejection is respectfully traversed.

The present invention is characterized, in part, in that the product information is not displayed at the point in time when the user inputs an inquiry while a stream is being reproduced. Instead, upon receipt of an inquiry, a user's input timing is stored, and product information is identified and displayed based on that stored input timing, for example, after the reproduction of the stream ends. This is advantageous because it allows a user to enjoy the uninterrupted viewing of the stream, while also learning information about products of interest in the stream.

Accordingly, independent claims 1, 9, and 14 have been amended in this reply to recite that command timing information for the time at which a user first command was received is acquired "without interrupting said transmission stream." This limitation is fully supported by the original specification and no new matter has been added. See, for example, page 23, line 14 - page 24, line 14 and Figure 7. At least this characteristic of the present invention is not disclosed or suggested by Reimer.

In contrast, Reimer discloses that product information is *immediately displayed* when a user makes an inquiry while a movie or the like is being reproduced. (See Fig. 21 and its related description.) Reimer specifically states that a user query is preferably signaled *by pressing the "Pause" button*. See Col. 16, lines 5-20. Accordingly, Reimer not only fails to show or suggest the present invention as now recited in the amended claims, but also, actually teaches away from it. In Reimer, the very nature of a user inquiry equates to an interruption of the transmission. Thus, Reimer cannot, and does not, render obvious amended claims 1, 9, and 14. Therefore, claims 1, 9, and 14, as amended, are patentable over Reimer. Dependent claims 3, 10, and 15 are patentable for at least the same reasons. Accordingly, withdrawal of this rejection is respectfully requested.

Claim 11 stands rejected under 35 U.S.C. §103 as unpatentable over Reimer in view of U.S. Patent No. 5,768,539 (hereinafter "Metz"). For the following reasons, this rejection is respectfully traversed.

As discussed above, Reimer does not teach or suggest the present invention as now recited in amended claim 9. Further, Metz also does not teach or suggest all of the limitations of amended claim 9 and fails to supply that which Reimer lacks. This is clearly evident from the fact that Metz is merely cited as showing transmission of object image information in a repeated fashion at prescribed intervals.

In view of the above, claim 9 is patentable over Reimer and Metz, whether considered separately or in combination. Dependent claim 11 is patentable for at least the same reasons. Accordingly, withdrawal of this rejection is respectfully requested.

Claims 12-13 and 20-25 stand rejected under 35 U.S.C. §103 as unpatentable over Reimer in view of U.S. Patent No. 5,903,816 (hereinafter "Broadwin"). By way of this reply, claims 24-25 have been cancelled without prejudice or disclaimer. Accordingly, this rejection is now moot with respect to claims 24-25. With respect to the remaining claims, for the following reasons, this rejection is respectfully traversed.

As discussed above, Reimer does not teach or suggest, at least, acquiring command timing information for the time at which a user first command was received without interrupting the transmission stream. Independent claims 12 and 20 have been amended in this reply to recite that command timing information for the time at which a user first command was received is acquired "without interrupting said transmission stream." Accordingly, amended claims 12 and 20 are patentable over Reimer for at least the reasons stated above.

Further, Broadwin also does not teach or suggest all of the limitations of amended claims 12 or 20 and fails to supply that which Reimer lacks. This is clearly evident from the fact that Broadwin is merely cited as showing that object image information and display timing information may be stored at a user device.

In view of the above, claims 12 and 20 are patentable over Reimer and Broadwin, whether considered separately or in combination. Dependent claims 13 and 21-23 are patentable for at least the same reasons. Accordingly, withdrawal of this rejection is respectfully requested.

Claims 16-17 stand rejected under 35 U.S.C. §103 as unpatentable over Reimer in view of U.S. Patent No. 5,708,845 (hereinafter "Wistendahl"). For the following reasons, this rejection is respectfully traversed.

As discussed above, Reimer does not teach or suggest, at least, acquiring command timing information for the time at which a user first command was received without interrupting the transmission stream. Independent claim 16 has been amended in this reply to recite that command timing information for the time at which a user first command was received is acquired “without interrupting said transmission stream.” Accordingly, amended claim 16 is patentable over Reimer for at least the reasons stated above.

Further, Wistendahl also does not teach or suggest all of the limitations of amended claim 16 and fails to supply that which Reimer lacks. This is clearly evident from the fact that Wistendahl is merely cited as showing the use of positional information acquired according to a position command operation performed by the user to identify an object displayed on a screen.

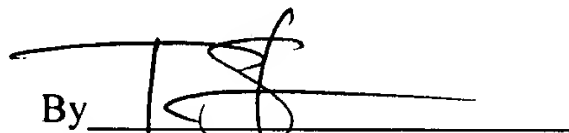
In view of the above, claim 16 is patentable over Reimer and Wistendahl, whether considered separately or in combination. Dependent claim 17 is patentable for at least the same reasons. Accordingly, withdrawal of this rejection is respectfully requested.

**Conclusion**

Applicant believes this reply is fully responsive to all outstanding issues and places this application in condition for allowance. If this belief is incorrect, or other issues arise, the Examiner is encouraged to contact the undersigned or his associates at the telephone number listed below. Please apply any charges not covered, or any credits, to Deposit Account 50-0591 (Reference Number 04783/019001).

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Respectfully submitted,

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